

ROLE OF TV ADVERTISEMENT IN INFLUENCING, PROCESSING & UNDERSTANDING OF ADVERTISEMENT MESSAGE AMONG CHILDREN AND ITS IMPACT ON BUYING BEHAVIOUR

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ABSTRACT

The present research aims to study the children and parents behaviour with respect to exposure of television advertisement. 300 children between age group 8-12 years were taken as sample randomly drawn from various Indian cities. Various aspects of buying behaviour & television viewing pattern were taken into consideration. The result reveals that television advertising makes huge impact on children's buying behaviour. And advertisement music, slogans, celebrity models influences the children buying behavior drastically. The other aspects of children buying behavior were also explored.

KEYWORDS: Children, Advertisement, Buying Behaviour, Parents, Purchase

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INTRODUCTION

In today's scenario children are most IMPORTANT target market for all companies, it has been observed that they are the future market for many companies. the children market is the new segment which contain lot of potential. Majority of companies somehow are in the business of making products for the children's Atkin (1978); Belch et. al. (1985); Caruana & Vassallo (2003); Ekstrom (1995); Foxman et al.(1989); Jenkins (1979); Lee & Beatty (2002). Behaviour is the complicated concept and can mean many different things to many different people. Hawkins (2009) this means that behaviour is just as much about how we act in certain social position, such as saying "thank you" or letting another person go by as it is about arguing, disturbing other, struggle or using offensive language. Behaviour includes everything that we say or does that can manage or have an impact on another person. Consumer behaviour is a rapidly increasing discipline of study. It means more than just how a person buys products. It is a difficult and multidimensional process and reflects the totality of consumers' decisions with respect to acquisition, consumption and discarding activities. We, as consumers, exhibit very significant differences in our buying behaviour and play an important role in local, national or international economic conditions. It is just a normal phenomena that we all are customer at certain level it does not matter we belong rich, poor, rural urban or from which ever society in the end we are customer. We generally need goods or products to satisfy our need and wants. On the other side companies use different techniques to create a demand by showing their product again and again with new advertisement with new brand ambassador, with new story, with new music's etc. their ultimate goal is to create a demand and people will purchase whatever they show in the advertisement for that they try to understand the customer behaviour. Our burning up related behaviour influences

the development of technology and introduction of new and better products and services (Belch et al., 1985). The children never think about the before demanding anything, if they want something they just say it. I need it, it is not their problem how that thing will come or managed they just need it is parents responsibility to get it done (Beatty & Talpade, 1994); (Belch et al., 1985); (Swinyard & Sim, 1987) and the influence of the children is quite high on their parents and best things is they know how to convince their parents. (Belch et al., 1985, 1980); (Hempel, 1974); (Nelson, 1978); (Shoham & Dalakas, 2003); (Swinyard & Sim, 1987); (Szybillo & Sosanie, 1977). The parents also know how to handle their children if the demand something expensive to fulfill that demand, they want some commitment from their children (Belch et al., 1985); (Jenkins, 1979); (Foxman et al., 1989), Parents are much more concern about the purchasing any product in case of purchasing any product for thir children they do all necessary checking of the product then they buy it, such as brand, manufacturing date, expiry date, colour, model etc. they are very particular regarding purchasing any product for their children's (Belch et al., 1985); (Darley & Lim, 1986); (Jenkins 1979); (Kenkel 1961); (Nelson 1978); (Szybillo & Sosanie 1977).

REVIEW OF LITERATURE

Ernest (2010) This study explores the influence of directs (parents) and vicarious (celebrities) role models on young consumer's purchase purpose and behavior in Malaysia. The study partially replicates previous studies conducted in the west while exploring the eastern viewpoint. The data was collected using convenience sampling. Respondents were mostly undergraduate students at a public university in Sarawak, Malaysia. Regression analysis was carried out to approximation the impact of role model power on purchase intention and behavior. The results indicate that both direct and vicarious role model significantly influence purchase intention. However finding do suggests that the direct role model does not influence purchasing behavior. The study significantly contributes in understanding the role model influence on ever growing youth market in Malaysia. Panwar & Agnihotri (2006) This study is designed to extend knowledge of cognitive processing of advertising messages by urban children in India. Data were collected from 250 children aged between 7 and 12 years, drawn in the sample from five major towns of the relatively affluent western state of Gujarat (India) by using the cluster sampling approach. It was found that children's skill to make out and process advertising messages and to understand their intents is influenced not only by their cognitive abilities at different age strata but also by their social and personal environments. Social norms related to acceptability and appropriateness of gender behavior also influence the processing of advertisement messages by the children of both sexes. Other fundamentals like likeability of the model, character or endorser, story line, slogan and the music will create liking or disliking for a particular advertisement and hence decoding of its message. Sabat & Dash (2012) The motive of this study is to gain deep understanding of demographic aspect behind company's choice of celebrity endorsement as a part of its promotional strategy while positioning its brand to particular segment. The research result suggests tentatively that the use of celebrity endorsers in TV commercials could be effective in influencing attitudes and purchase intentions. But the success of the use of celebrity endorsers varies across different products. More considerably the success of the use of the celebrity endorsers in the commercials depends on the fact that for which demographic segment the ad was meant—is it meant for the males or else; is it for the teenagers; is it for the white collar workers; is it for the housewives or for the students, i.e. for the financially dependents; or it is for the business personnel, for the reason that demography make a significant difference of the psyche of the consumers. So the marketers should go thoroughly about the mind of the different demographic segment before finalizing the strategies with a long term perspective. Then only the marketing organizations can become able to satisfy their esteem need; fame, prestige in the consumers' society can be gained. And this is the only way to reach at the

top of Self-actualization Mountain—the ultimate destination of individual human being as an organization of diverse activities, the ultimate destination of a group of individuals with a rational perspective.

OBJECTIVE

- Role & effect of television advertisement on Buying behavior
- Role and Effect television advertisement on the bases of gender.
- To determine whether television advertising elements like music, slogans, endorsers etc. influence, processing and understanding of advertising messages among children.

METHODOLOGY

Sample

The present research was conducted on a sample consisting of 300 subjects that were randomly drawn from different Class city of India. The age of children vary from 8-12 years

Tool Used

The questionnaire by Panwar & Agnihotri (2006) on Impact of T.V Advertising on children's buying behaviour was used. The scale is having 14 items used, with five point rating. The scoring is done as point 1 for strongly disagree with the statement to point 5 for strongly agree. The scale has the reliability and validity within the acceptable norms.

Procedure

The questionnaires were distributed to the mothers and they were asked to read the instructions given in the questionnaires. No time limit was given to fill the questionnaire but it was expected that respondents would fill the same within 20-25 minutes. There were several reasons why just mother had been selected as respondent instead of both parents. Firstly, researches demonstrated that mothers seemed to be primary recipients of influence attempt from children and are more familiar with the children's purchase attempt Cowan (1988).

RESULTS ANALYSIS

Table 1: The Mean Value and Standard Deviation of Children Understanding the Television Advertisements

Sr. no	Variables	N	Mean Value	Standard Deviation
1	"I like TV advertisements".	300	4.28	0.78
2	"I often want products seen in TV ads".	300	4.23	0.93
3	"No doubt, TV advertisement increases the frequency of purchase"	300	3.95	0.90
4	"I feel that exposure of TV ads has enhanced my involvement in purchasing".	300	3.70	0.87
5	"I mostly purchase product shown in TV ads".	300	4.19	0.91
6	"I feel TV ads make the purchase of product easier".	300	4.22	0.87
7	"Due to TV ad exposure I have started experimented new products".	300	4.23	0.93
8	"I engage in the process of buying TV advertised product".	300	3.93	0.90
9	"I feel my demand for products purchase is influenced by TV ads".	300	3.67	1.04
10	"I feel good when I watch the ads of products I am already using".	300	4.23	0.93
11	"TV ads help me to find the best product".	300	4.30	0.88
12	"TV ads induce me to buy products for enjoyment even though I do not require them".	300	3.62	1.05

13	"Due to TV ad exposure, my family members collectively decide products to be purchased".	300	1.59	0.81
14	"Quality of product is as good as expected from TV ads"	300	3.97	0.92

The table shows the mean value and standard deviation of television advertisement and it include number of variables such as children like television advertisement shows the mean value 4.28 and standard deviation of 0.78, it is generally seen that children often want those products seen in TV ads and its mean value is 4.23 and standard deviation 0.93. Television advertisement increase the frequency of purchase its mean value and standard deviation is 3.95 and 0.90. with this it is observed that television ads has enhanced my involvement in purchasing gives mean value with 3.70 and standard deviation of 0.87 Children mostly purchase product shown in TV ads shown mean value and standard deviation 4.1900 and 0.91. With television advertisement make the purchase of product easier with mean value and standard deviation 4.2267 and 0.87. With television advertisement children have started experimented new products with mean value 4.2367 and standard deviation 0.93. Children engage in the process of buying television advertised product with mean value 3.9333 and standard deviation 0.90. Demand of product get increased with advertisement and having the mean value and standard deviation 3.67 and 1.04. Children love to watch the ads of products which they already using and having mean value 4.23 and standard deviation 0.93. Advertisement help in finding the best product mean value 4.30 and standard deviation 0.88. Television advertisement helps in introducing new products or recall different products to us and helps in purchasing them with mean value and standard deviation 3.62 and 1.05. Television advertisement helps family members collectively decide products to be purchased with mean value 1.59 and standard deviation 0.81. Television advertisement provides quality of products and having the mean value and standard deviation 3.97 and 0.92.

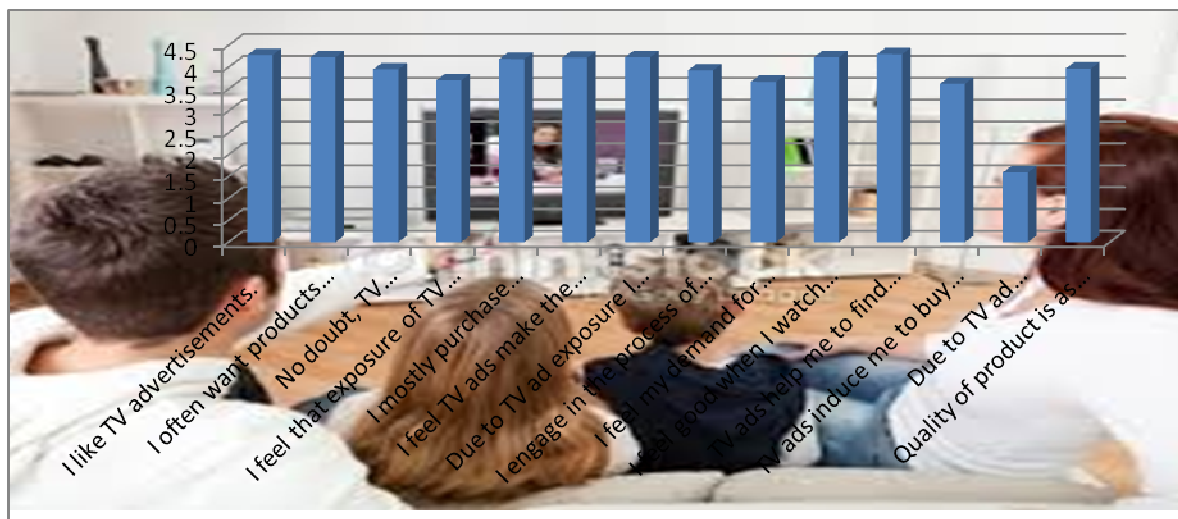


Figure 1: Showing the Mean Value of Children Understanding the Television Advertisements

Table 2: Mean Scores & T-Test for the Dependent Variables on the Basis of Gender

Sr. No.	Variables	Gender		T-Test	Sig.
		Male	Female		
1.	"I like TV advertisements".	4.25	4.32	0.81	.418
2.	"I often want products seen in TV ads".	4.29	4.15	1.24	.216
3.	"No doubt, TV advertisement increases the frequency of purchase"	3.94	3.95	.090	.928
4.	"I feel that exposure of TV ads has enhanced my involvement in purchasing".	3.70	3.68	.187	.852
5.	"I mostly purchase product shown in TV ads".	4.24	4.11	1.18	.239

Table 2: Contd.,					
6.	"I feel TV ads make the purchase of product easier".	4.28	4.13	1.42	.154
7.	"Due to TV ad exposure I have started experimented new products".	4.29	4.15	1.24	.216
8.	"I engage in the process of buying TV advertised product".	3.93	3.93	.017	.986
9.	"I feel my demand for products purchase is influenced by TV ads".	3.66	3.68	.208	.835
10.	"I feel good when I watch the ads of products I am already using".	4.29	4.15	1.24	.216
11.	"TV ads help me to find the best product".	4.35	4.22	1.32	.185
12.	"TV ads induce me to buy products for enjoyment even though I do not require them".	3.65	3.56	.742	.459
13.	"Due to TV ad exposure, my family members collectively decide products to be purchased".	1.67	1.47	2.08	.038*
14.	"Quality of product is as good as expected from TV ads"	3.96	3.98	.160	.873

***: Significant at.05 level of significant**

It was observed from table that male and females had different mean value regarding television advertisement and out of 14 variables, 6 variables had significant difference such as in case of variable studying advertisement enhanced involvement in purchasing showed the significant difference among males with the mean value as 3.70 and female with the mean value as 3.68 and t value 2.18 (0.05 >.030). Television advertisement made the purchase of product easier also showed significant difference with the mean value of males as 4.28 and female as 4.13 and the t value of 2.03 (0.05 >.043). Due to television advertisement exposure, families started experimenting new products also showed significant difference in the mean value of female and males as 4.15 and 4.29, the t-value as 2.25 (0.05 >.025). Television advertisement made selection of product best also showed significant difference in the mean value of male and female child with values as 4.35 and 4.22 and had the t-value 1.98 (0.05 >.048). Due to television advertisement, product was purchased with family collective decision. This statement showed significant difference with mean value of male and female as 3.96 and 3.98 and t value 2.08 (0.05 >.045).

The overall results show that both male and female child like watching television advertisements. Both love to purchase products shown on television and thus are curious to watch television advertisement and decide to purchase product through television advertisement. Tinson (2005) in terms of children with a more democratic preference consider themselves more involved in all different stages of decision making. If democratic values were spreading within society this would put forward that children were becoming more concerned in purchase decisions. Female child take better decision as compare to male child and good in decision making. Sabat & Dash (2012) also supported the study by understanding of demographic aspect behind company's choice of celebrity endorsement as a part of its promotional strategy while positioning its brand to particular segment.

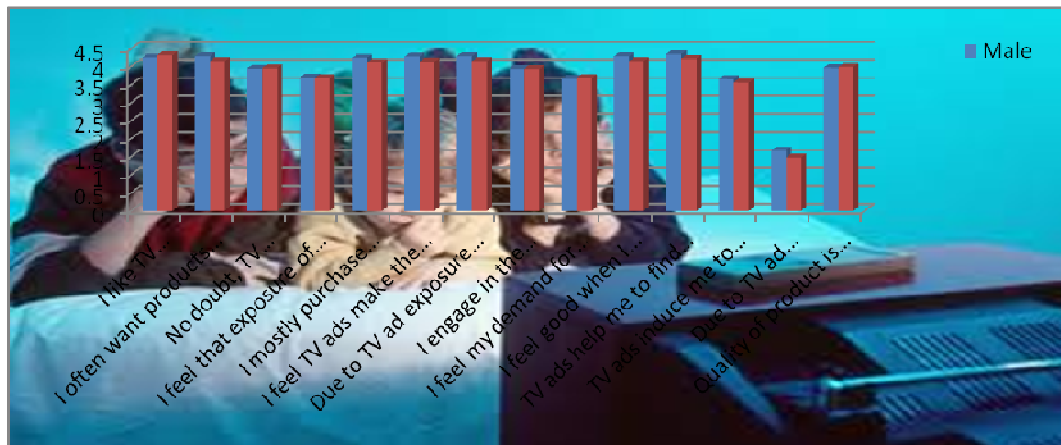


Figure 2: Showing the Mean Value of Children Understanding Tv Advertisements on the Bases of Gender

Table 3: The Mean Value of Children Likeability towards Advertisements

Sr. No	Variables	Mean Value
1	"The model of the advertisement (like Hrithik Roshan in Coca-Cola)"	4.75
2	"The music and the song of the advertisement (like in Nescafe)"	4.17
3	"The slogan in it (like yehi hai right choice baby, aha!)"	4.47
4	"Everybody in the house likes it and therefore you like It"	2.33
5	"Best friend likes it and therefore you like it"	2.00
6	"The advertised product and therefore you like the advertisement (like you may be liking all the chocolate advertisements because you like chocolates)"	3.26

The above table depicts the mean value of likeability of children towards television advertisement. The above table shows that children were having high mean value in that advertisement in which involvement of models high, then moves towards the music, songs and slogan of the advertisement. The least participation of the children among the advertisement is when they found same product that they are using. The table shows that most of the children like those advertisement in which models or celebrities and showing the mean value with 4.75. whereas advertisement music and song of advertisement having the mean value 4.17, slogan having the mean value of 4.47, Everyone in the home likes it and therefore children shows and best friend likes it and therefore children like it having the least mean value with mean value of 2.33 and 2.00.

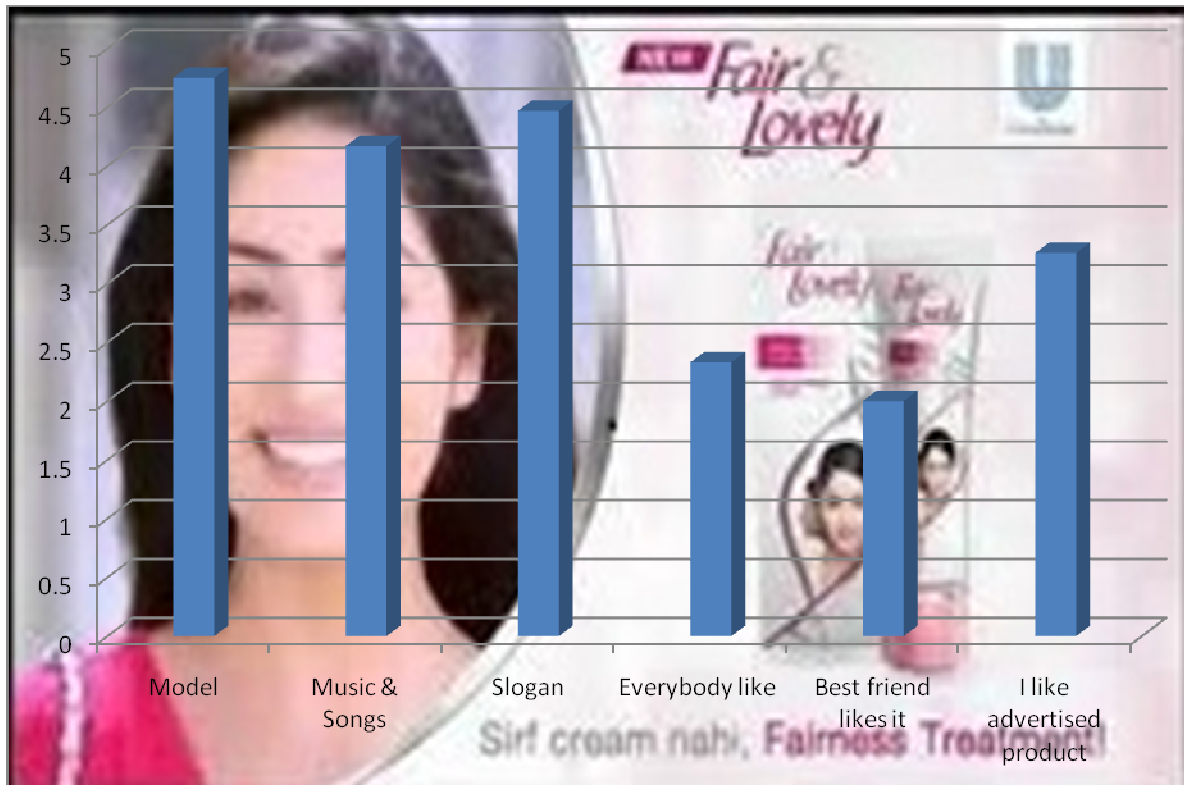


Figure 3: Showing the Mean Value of Children Likeability towards Advertisements

Table 4: Elements Creating Likeability towards Advertisements

Sr. No	Variables	Mean Value	Ranks
1	"The model of the advertisement (like Hrithik Roshan in Coca-Cola)"	4.75	1
2	"The slogan in it (like yehi hai right choice baby, aha!)"	4.47	2
3	"The music and the song of the advertisement (like in Nescafe)"	4.17	3
4	"You like the advertised product and therefore you like the advertisement (like you may be liking all the chocolate advertisements because you like chocolates)"	3.26	4
5	"Everybody in the house likes it and therefore you like it"	2.33	5
6	"Best friend likes it and therefore you like it"	2.00	6

The results shows that children gives priority to those advertisement in which there is celebrity or models, followed by advertisement with any form of slogans, next preference of children is watching the advertisement with slogan or any kind of music followed by watching advertisement because of the liking of advertised product. Another reason of watching advertisement is due to the liking of the product by other family members and least ranked reason is liking of the advertisement due to best friend's liking. Panwar & Agnihotri (2006) i.e children's skill to make out that they like those advertisement in which famous celebrates, model or some known person endorsing the product, children believes and trust on them so they love to watch those advertisement again and again. Zubairi et al (2012) also supported the study. The main motive to advertisement companies is to attach the customer by giving the emotional touch to the customers. The marketing and advertising helps in increasing the growth of the economy by increasing sale.

CONCLUSIONS

The results shows positive impact of television advertisement on children's behavior and it also shows that majority of children enjoy watching television advertisement. No significant difference between male and female were found on behaviour and liking of children's towards television advertisement and result also proves that advertisement help them in purchasing the new product and quality/ branded product. Television advertising makes huge impact on children's behaviour to such an extent that children start demanding for the advertised product. It is also found that children showing more enthusiasm and love to watch advertisements having involvement of models or celebrities.

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